

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: Confirmation No.: 5628  
Craig Mowry Date: July 25, 2007  
Serial No.: 09/756,581 Group Art Unit: 3622  
Filed: January 8, 2001 Examiner: Arthur D. Duran  
For: A METHOD AND SYSTEM FOR ELICITING CONSUMER DATA BY  
PROGRAMMING CONTENT WITHIN VARIOUS MEDIA VENUES TO  
FUNCTION COOPERATIVELY

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VIA EFS-WEB

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

PETITION AND FEE FOR AUTOMATIC EXTENSION OF TIME  
UNDER 37 CFR 1.17, 1.136(a) AND 35 USC 41(a)8

Sir:

Applicant hereby petitions the Commissioner for Patents to extend the time for filing a response to the outstanding Office Action by THREE (3) months. Credit card payment in the amount of \$510 is submitted via EFS-WEB for the petition fee in accordance with 37 CFR 1.17 computed as:

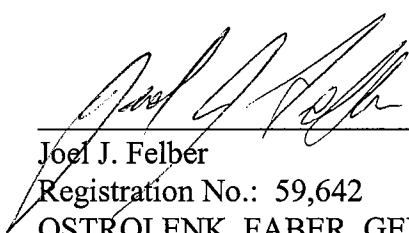
☒ Response within third month  
\_\_\_\_\_ not small entity (\$1020) ☒ small entity (\$510)

You are authorized to charge to our Deposit Account No. 15-0700 any additional amounts owing.

If this petition is inadequate to avoid abandonment, the Assistant Commissioner for Patents is petitioned, under 37 C.F.R. §1.136(a), to extend the time by the number of months which will avoid abandonment under 37 C.F.R. §1.135. The fee under 37 C.F.R. § 1.17 should be charged to our Deposit Account No. 15-0700.

THIS CORRESPONDENCE IS BEING  
SUBMITTED ELECTRONICALLY THROUGH  
THE PATENT AND TRADEMARK OFFICE EFS  
FILING SYSTEM ON July 25, 2007.

Respectfully submitted,

  
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DAM:JJF:ck